







Rep Order#	6840627	Ver#	1	Status	New	Traffic Order#	08/10/2012 2:15 PM	Printed:	4 of 6
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EC'd Yes

Ver# 1 Status New

Traffic Order#

**Printed:**

08/10/2012 2:15 PM

4 of 6

**Last Received:** 08/10/2012 11:21 AM

### Showing Buylines: All Lines

**Station** WAVY-TV NORFOLK, VA.

Advertiser ( ) .RNC IE

Product R.N.C. IE

Estimate# 2994

**Buyer** Tracey Robinson

**Phone#****Fax#**

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

&amp; PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/446/2994

**Flight Dates** 08/11/2012 - 08/17/2012

## Hiatus Weeks

) PHILADELPHIA

) ANJIE BRADY

# 215-567-6005

215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	TU	7P-730P	ENT TONIGHT 30	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 4.2												
	32	TH	7P-730P	ENT TONIGHT 30	:30	\$1,200.00	08/16-08/16	1	1	1	\$1,200.00	
Rating: 4.2												
	33	M	8P-10P	STARS EARN STRIPES	:30	\$1,400.00	08/13-08/13	3	1	3	\$4,200.00	
Rating: 6.5												
	34	SA	10A-6P	2012 SUMMER OLYMPICS	:30	\$1,600.00	08/11-08/11	2	1	2	\$3,200.00	
Rating: 5.8												
	35	SU	6A-6P	2012 SUMMER OLYMPICS	:30	\$1,600.00	08/12-08/12	3	1	3	\$4,800.00	
Rating: 5.5												
	36	SU	7P-11P	2012 OLYMPICS CLOSING CEREMONIES	:30	\$5,000.00	08/12-08/12	1	1	1	\$5,000.00	
Rating: 14.0												
	37	TU	11P-1135P	WAVY NEWS10-11	:30	\$1,800.00	08/14-08/14	1	1	1	\$1,800.00	
Rating: 5.1												
	38	F	11P-1135P	WAVY NEWS10-11	:30	\$1,800.00	08/17-08/17	1	1	1	\$1,800.00	
Rating: 5.1												
	39	M	1135P-1235A	TONITE SHW	:30	\$400.00	08/13-08/13	1	1	1	\$400.00	
Rating: 2.8												
	40	TU	1135P-1235A	TONITE SHW	:30	\$400.00	08/14-08/14	1	1	1	\$400.00	
Rating: 2.8												
	41	W	1135P-1235A	TONITE SHW	:30	\$400.00	08/15-08/15	1	1	1	\$400.00	
Rating: 2.8												

EC'd Yes Last Received: 08/10/2012 11:21 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) RNC IE  
Product R.N.C. IE  
Estimate# 2994  
Buyer Tracey Robinson  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 20/446/2994  
Flight Dates 08/11/2012 - 08/17/2012  
Hiatus Weeks  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	TH	1135P-1235A	TONITE SHW	:30	\$400.00	08/16-08/16	2	1	2	\$800.00	
Rating: 2.8												
	43	F	1135P-1235A	TONITE SHW	:30	\$400.00	08/17-08/17	2	1	2	\$800.00	
Rating: 2.8												
	44	M	1235A-135A	J FALLON	:30	\$150.00	08/13-08/13	1	1	1	\$150.00	
Rating: 1.3												
	45	TU	1235A-135A	J FALLON	:30	\$150.00	08/14-08/14	1	1	1	\$150.00	
Rating: 1.3												
	46	W	1235A-135A	J FALLON	:30	\$150.00	08/15-08/15	1	1	1	\$150.00	
Rating: 1.3												
	47	TH	1235A-135A	J FALLON	:30	\$150.00	08/16-08/16	1	1	1	\$150.00	
Rating: 1.3												
	48	F	1235A-135A	J FALLON	:30	\$150.00	08/17-08/17	1	1	1	\$150.00	
Rating: 1.3												

--REPORT TOTALS--

Report Totals: 56 / \$45,350.00

--SALES MONTHLY TOTALS--

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) RNC IE  
Product R.N.C. IE  
Estimate# 2994  
Buyer Tracey Robinson  
Phone#  
Fax#  
Aug 12: 56 / \$45,350.00  
Sales Totals: 56 / \$45,350.00  
Station Totals: 56 / \$45,350.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
& PLACEMENT, 815 SLATER LANE    Sales Office ( ) PHILADELPHIA  
ALEXANDRIA, VA 22314    Salesperson ( ) ANJIE BRADY  
Agency C/P1/P2/E 20/446/2994  
Flight Dates 08/11/2012 - 08/17/2012    Salesperson Phone# 215-567-6005  
Hiatus Weeks    Salesperson FAX# 215-567-5938

---COMPETITIVE---

Market Totals	\$87,212	CATV 0%	WAVY 52%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 3%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE